Introduction

For the past 25 years it has been the policy of the City of Hayward to revitalize and rebuild its downtown and the neighborhoods that adjoin it. These policies are part of a growing awareness throughout the region that older town centers are irreplaceable physical, cultural and economic resources that were severely damaged through years of neglect and inappropriate planning of regional roads and transportation infrastructure. Like other town centers in the region, Hayward has reversed a long pattern of disinvestment and has made significant progress toward regaining its vitality as a place to live, work and invest.

The Cannery Area Design Concept is a sequel to the successful and now largely implemented Hayward Downtown Plan of 1992. This new plan is triggered by massive changes in the regional economy that make obsolete the historic industrial uses of large tracts of land near downtown Hayward. These large parcels benefit from their proximity to the new investments in the downtown and their direct access to major regional transportation infrastructure. They are also imbedded in an established residential neighborhood that becomes increasingly desirable as a place to live as the regional economy prospers.

This concept plan is directed toward the needs and desires of the existing residents and to the unprecedented opportunity for civic improvement that exists in the current economic climate. The plan proposes major improvements to local parks, reconstruction of the neighborhood school, separation of regional and neighborhood traffic and addition of long desired neighborhood services financed through the redevelopment of underutilized industrial land. It shows that the powerful forces of our regional economy, if they are harnessed intelligently, can lead not just to further uncontrolled urban sprawl, but to the reconstruction of stable, historically rooted communities.

The key elements of the plan are as follows:

- A grid of streets and blocks that define a framework of different land uses and integrate the new neighborhood into its surrounding context.
- A hierarchy of streets to channel through-traffic away from local schools and residences, combined with local residential streets that are safe, quiet and pedestrian-friendly.
- An armature of over 29 acres of public open spaces that link the two existing parks (Cannery Park and Centennial Park) and provide coherence and order to the new community.
- An improved relationship and access to the Hayward Amtrak Station.
- An expanded Cannery Park with additional baseball and other sports facilities.
- A location for a new Burbank Elementary School to respond to the expanded population and existing overcrowding.
- A proposed new 25,000 square foot Community Center.
- A range from 800 to 950 new dwellings consisting of a variety of housing types including townhouses, apartments and lofts.
- A mixture of commercial building types containing up to 250,000 gross sq ft of space to accommodate conventional offices, live/work lofts and small-scale professional offices.
- Neighborhood retail to serve the new community and the existing recreational activities in the parks.
- Improvements to existing streetscapes at appropriate locations.

The proposed Land-Use plans should be read in conjunction with the Design Concept plan. The land-use designations for the various parcels are intended to be flexible, allowing for changes in market conditions, whereas the framework of streets, blocks and public spaces is a fixed armature that will endure over time. This armature of streets and public spaces makes the Cannery Area a seamless extension of the Hayward town center, rather than an isolated and isolating development enclave.

Public Process

The Preferred Design Concept for the Cannery Area shown in this report is the result of a lengthy process of meetings with members of the public, local landowners and members of the City of Hayward staff.

The first Public Workshop in August 2000 examined the context and existing conditions and heard neighborhood concerns about traffic, public safety and the desire for new housing that would be compatible with the scale and character of the surrounding neighborhood. There was considerable interest expressed in the possibility of rebuilding and improving Burbank School as well as expanding Cannery Park. It was agreed that any commercial or live/work development should be street related in scale to the existing neighborhood and that a suburban style business park solution would not be appropriate for this context.

An interim report was issued on September 15, 2000, which outlined four alternative options for the design and development of the site. A presentation was made to the members of Hayward City Council where a preferred option was selected for further design.

A fifth option, combining elements from the other four, was developed and this and the previous four were all presented to the public at the second Public Workshop in October 2000. At that meeting, held in the Burbank School, the fifth option was approved for further refinement.

Subsequent meetings with members of the Hayward Unified School District and the Hayward Area Recreation District, the City of Hayward Public Works Department as well as members of the Planning and Economic Development Department helped to resolve issues of concern. These included land-use, the size and location of the Burbank School and joint-use with Cannery Park, street design, traffic routes through and around the new neighborhood as well as the scale and density of possible development.

On December 12, 2000, the City Council selected the Preferred Design Concept described in this report as the basis for the preparation of an amendment to the General Plan and related environmental studies.

Acknowledgments

The Concept Design is the result of a collaborative effort by many participants, including City of Hayward staff, local landowners and members of the public. We would like to thank in particular Jesus Armas, City Manager, Sylvia Ehrenthal, Director of Community and Economic Development, Maret Bartlett, Redevelopment Director, Robert Bauman, Deputy Director of Public Works/City Engineer, Gary Calame, Senior Planner and Project Manager, Tai Williams, Don Frascinella and others.

Credits

Solomon E.T.C. Architects and Urban Designers
Daniel Solomon, Principal
John G. Ellis, Principal and Project Manager
Allen K. Yee, Assistant & Book Designer
Matthew Morris, Assistant

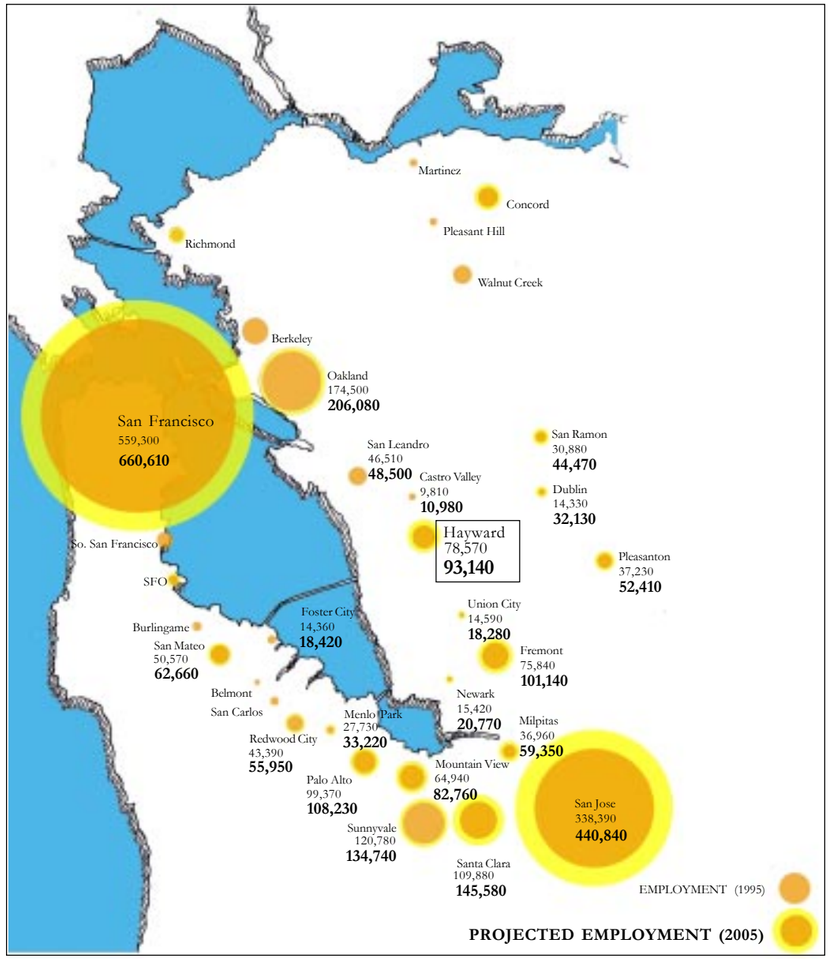
Economic & Planning Systems
David Zehnder, Principal
Darin Smith, Project Manager

DHS Transportation Consultants
Elizabeth Deakin
Alex Skabardonis

Regional Context

Transportation Network

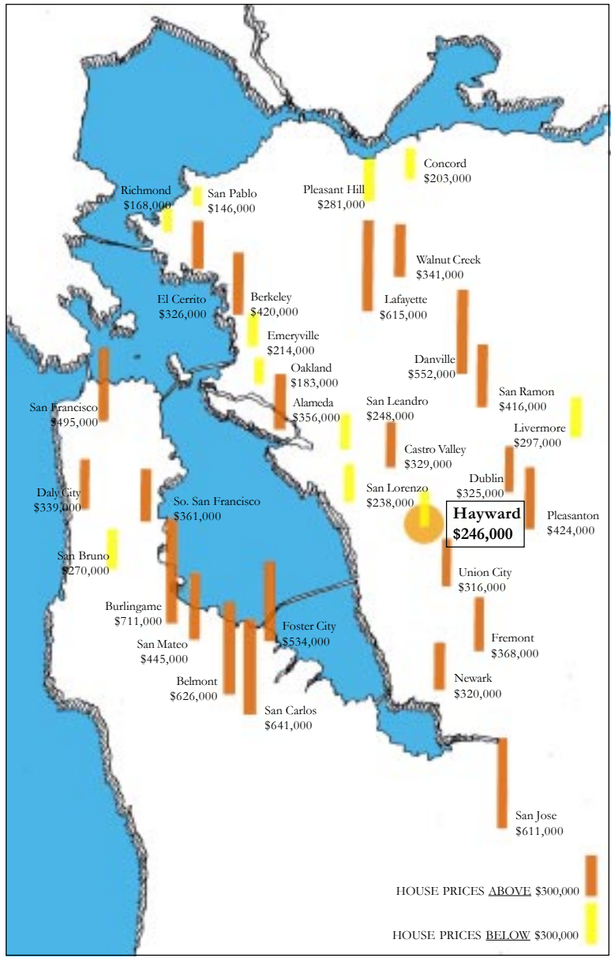
Hayward is well placed within the Bay Area's network of freeways and railways. Interstates 880 and 580 run close to the site as well as Highway 92, the San Mateo/ Hayward Bridge. Hayward will benefit from the proposed extension of BART from Fremont to San Jose and Santa Clara. In addition the Amtrak Capitol Corridor line connects Hayward with San Jose, Oakland, Sacramento and the Central Valley.



Source: ABAG Projections, EPS

Employment Growth

Hayward sits midway between the two largest employment magnets of the Bay Area, San Francisco and Silicon Valley. The inner orange circles represent the 1995 employment numbers, based on ABAG figures, and the outer yellow circles represent the projected growth in employment by 2005. Hayward's employment is expected to grow from 78,570 to 93,140 persons during this period.



Source: Rand California, EPS
Jan -May 2000 Average includes Townhomes, Condominiums, and Single Family Dwellings

Bay Area House Prices

Hayward is one of the few communities with average house prices below $300,000, according to the Rand California survey for January to May 2000. The explosion of wealth in Silicon Valley has virtually eliminated affordable housing on the Peninsula, except for San Bruno in the shadow of SFO's runways. Hayward is the most southerly of a belt of communities stretching down from Oakland, where there are still relatively affordable housing units available. When read in conjunction with the Transportation and Employment diagrams it is clear that Hayward is well placed to serve both local and regional needs in housing.

Vicinity Map

The Hayward Cannery Area is centrally located within the network of local freeways and railway lines. The A Street and Winton Avenue off-ramps on Interstate 880, the Nimitz, serve the site from the west as does the I 238, Foothill Boulevard exit on I 580.
The site is located between Hayward's BART station and the recently opened Hayward Amtrak station.

Existing Conditions

Sub Area 1

Approximately 36 acres located north of West A Street between the Union Pacific (former Southern Pacific) tracks and Hathaway Avenue. The site includes the Owens-Brockway/Container General Inc. (8.2 acres), Hayward Properties, Inc. (11.7 acres), Weigman Road Properties Inc. (5.6 acres), and Price Club/Costco properties (11.2 acres). Major businesses include the Owens/Brockway glass recycling plant, Costco and several storage facilities.

Sub Area 2

Approximately 73 acres located south of West A Street on both sides of the Union Pacific tracks. Major landowners include Select Foods Inc. (5.5 acres), Libitsky Holdings (8.2 acres), Hunt Wesson (17.8 acres), and Principal Mutual Life Insurance (26 acres). United Can are moving out of the Cannery Warehouse building by 2001, GSC Logistics' lease expires in 2004. The Filbert Warehouse will become vacant on or before 2010. Burbank Elementary School, Cannery Park and Centennial Park are all within this sub-area. The surrounding area is mainly residential. Access is from A Street and Winton Avenue from the north and south respectively, and from B, C Streets and Meek Avenue from the east. The new Hayward Amtrak Station is an important opportunity for Transit-Oriented Development and an enhanced entry to the city.

Sub-Area 3

Approximately 11 acres located along C Street at Grand St close to Hayward BART station. There are 30 property owners housing numerous automotive repair and related establishments. The surrounding area is mainly residential. Proximity to BART is an important opportunity for Transit-Oriented Development.

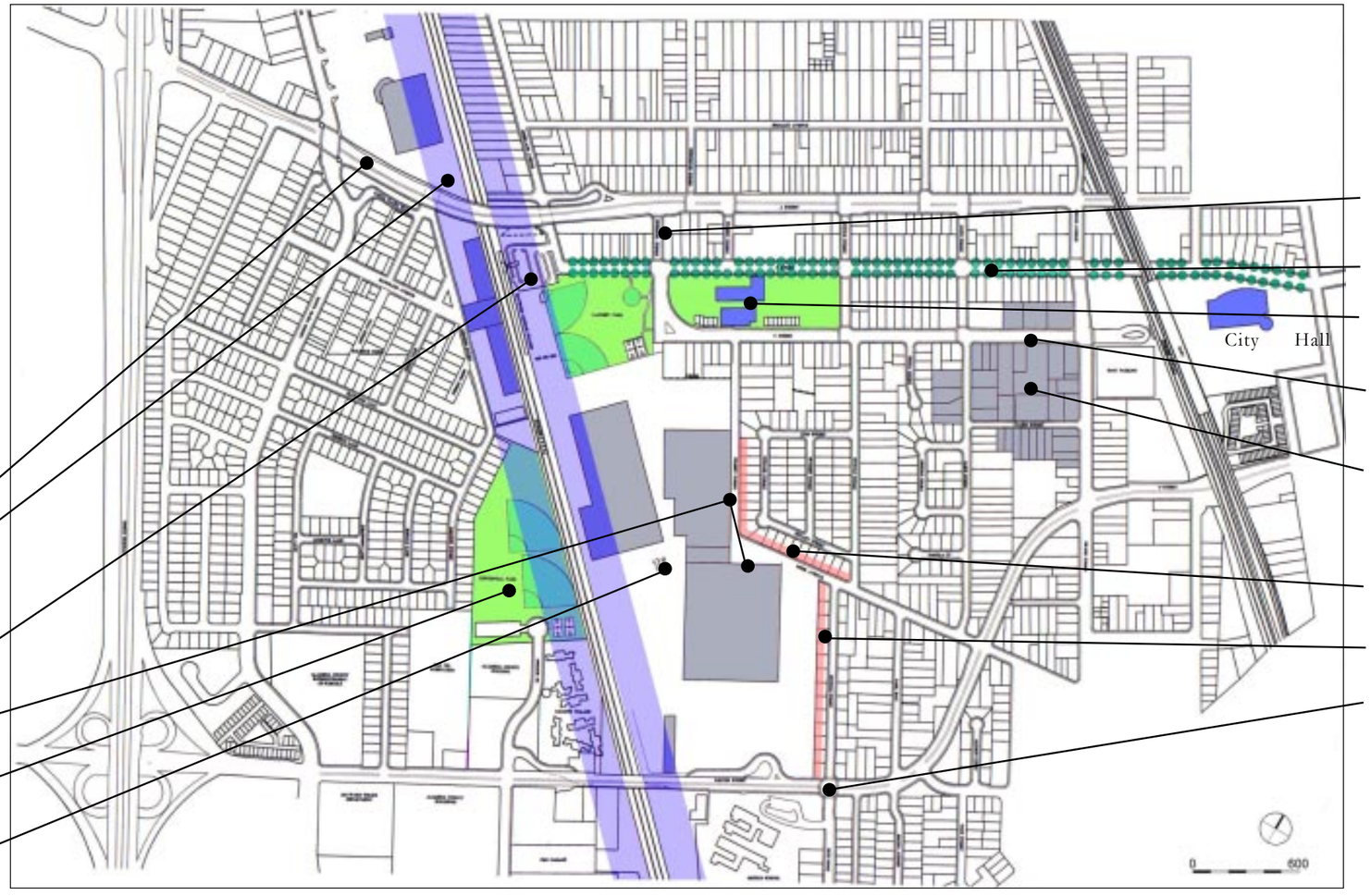
Site Constraints & Opportunities

Major issues include providing adequate access and definition of entries to the proposed new neighborhood, linkages with the surrounding residential areas and what to do with some or all of the existing buildings.

The expansion and/or relocation of the Burbank Elementary School is an important factor in the design of any scheme.

The arrangement of open space and its design and configuration can have an important bearing on the legibility of the new neighborhood. Parks can provide not only valuable recreational but enhanced value to surrounding properties.

The two train stations, BART and Amtrak are important nodes for both access and development. The Union Pacific/Amtrak line also has a noise impact on either side of the tracks.



Poor image of Hayward at entry to the town

Noise from trains

Amtrak Station difficult to find

Blank walls to warehouses

Centennial Park hard to find

Water tower as possible landmark

Undefined entry to neighborhood

B Street. Fine canopy of trees

Burbank School overcrowded & undersized

C Street has no trees

Industrial uses in residential neighborhood

Lots back onto Filbert Street / Meek Avenue

Lots back onto warehouse site

Entry to neighborhood

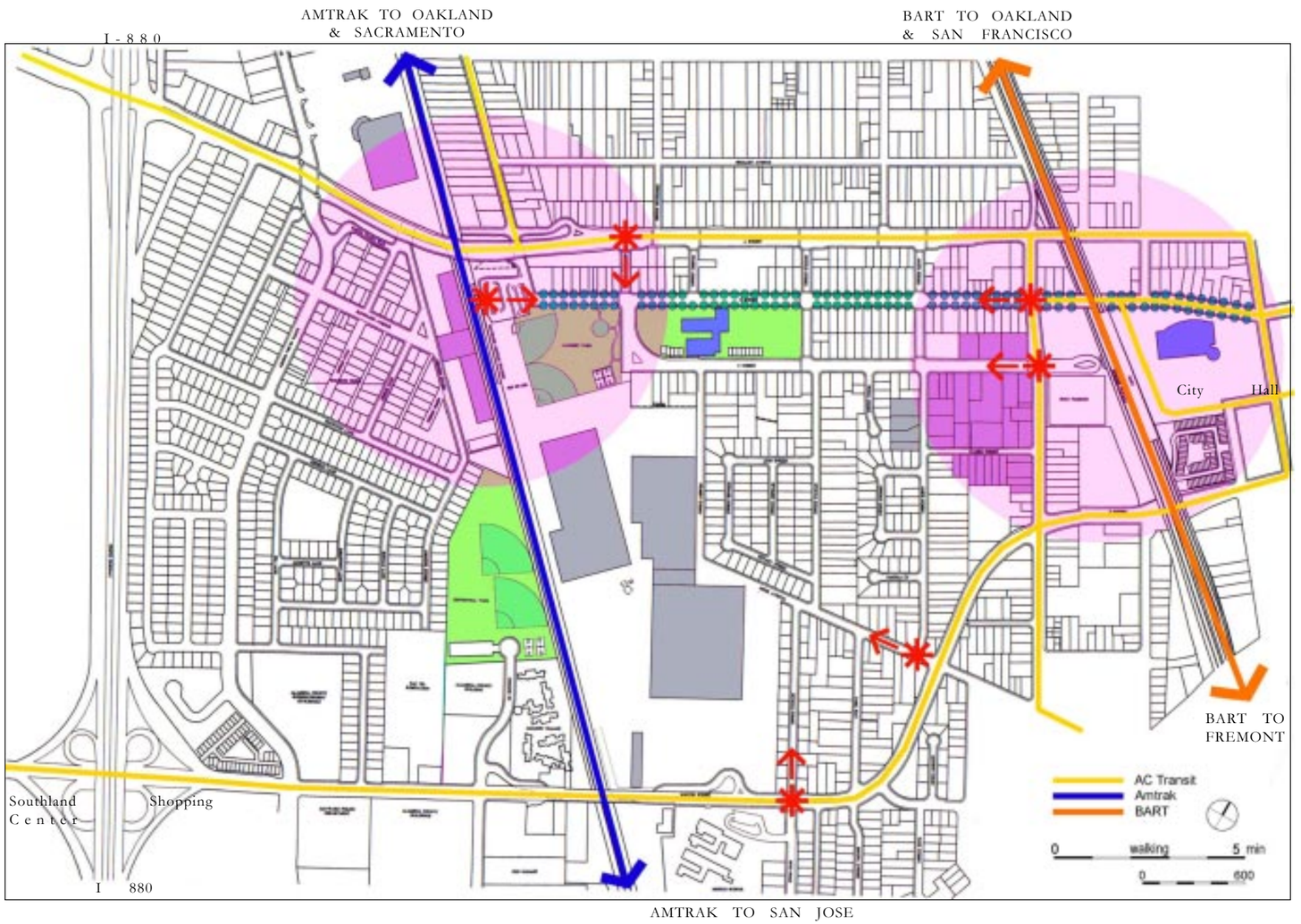
Amtrak Station

Cannery Park

Filbert Street

B Street

Linkages



AC Transit / Samtrans Bus Service

Hayward BART station is an important transfer point between BART and local bus services. A dozen bus lines server the station. Bus routes serve both A Street and Winton Avenue/D Street. Other bus lines run along Meekland Avenue and Grand Street. Samtrans runs a bus service from Hayward BART across the San Mateo Bridge for Silicon Valley commuters. A proposed AC Transit Express service will run from Castro Valley through the site to the Peninsula serving Silicon Valley businesses.

BART and Amtrak

The proximity of both BART and Amtrak are major assets for the site. BART's East Bay Line connects to Oakland, Richmond and San Francisco to the north and Fremont to the south. Proposed extensions for BART to San Jose can only enhance Hayward's position in relation to both jobs and housing needs.

The newly opened Hayward Amtrak station has yet to fulfill its potential for the community. Improved service, with as many as 16 trains a day on the Capitol Corridor service promised by 2005 from San Jose to Sacramento, can have a major impact on the city. Other Capitol Corridor stations such as Emeryville and Jack London Square Oakland, have already exploited the potential benefits of higher density development within a five minute walking distance of the trains.

Foot Traffic & Entrances to the Neighborhood

The two ¼ mile circles around Hayward BART and Amtrak stations indicate the areas within five minutes walking distance of each station. From the north, Burbank Street at A Street; from the east, B and C Streets at Grand St; from the south, Meek Avenue and Winton Avenue at Myrtle St.

Freeway Access

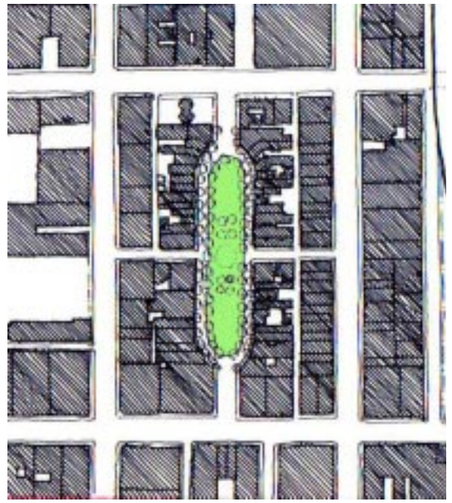
The sites are close to Interstate 880, the Nimitz Freeway with off-ramp access from both Winton Avenue and A Street.

Open Space Precedents

These four plans show the different ways parks can be located in the urban fabric. Jefferson Square in San Francisco is approximately the same size as Centennial Park in Hayward. It was one of several 4-block squares laid out in the 19th century in the planning of the City's Western Addition. In contrast to Centennial Park, Jefferson Square is lined with buildings that face onto the park, is surrounded on all four sides by public streets and is thus potentially more secure and more usable. South Park, San Francisco is an excellent example of a small public square, 1 acre in area that acts as a public room to the surrounding blocks. Its narrow width and slow speed streets create a safe and enjoyable public realm that enhances the value of the properties around it. The proposed Panhandle park in the Hayward Cannery District could perform a similar function.

Centennial Park
Hayward, California

- Surrounding buildings do not face the park.
- Poor visibility for security. Limited street access.
- Poor access from surrounding streets.
- Difficult to find.
- New development built next door does not obtain value from park frontage.
- 12 acres open space.

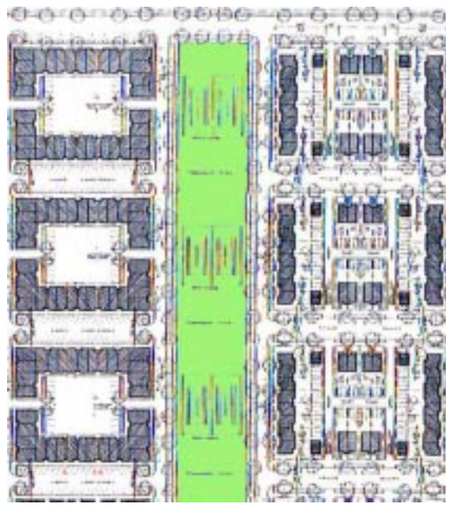


South Park
San Francisco, California

- Park is embedded into the surrounding urban fabric.
- Narrow width of the park permits a one-way traffic system around the perimeter.
- Ample on-street parking.
- Parking on both sides of the narrow streets slows traffic speeds. Safer for pedestrians.
- 150' wide right-of-way. 85' width of park.
- 1 acre open space.

Jefferson Square
San Francisco, California

- Buildings face the park on all four sides.
- Good visibility and security from surrounding streets.
- Park is easy to find.
- New buildings have increased value from park frontage.
- 12.7 acres open space.



Proposed Panhandle /Cannery Park
Hayward, California

- Panhandle Park permits practically every block to have park frontage.
- Two-way streets around the perimeter.
- Ample on-street parking.
- Parking on both sides of narrow streets slows traffic speeds. Safer for pedestrians.
- 2.5 – 3.0 acres open space.

Economic & Transportation Concepts

Market Overview

Given the strength of the regional economy and the Study Area's location within the region, the Study Area is competitively positioned for the development of various land uses. The economic potential of the Cannery Area is large.

Of the Study Area's three subareas, Area 2 presents the strongest opportunity for near-term redevelopment.

Based on current market conditions, EPS's recommended land uses for each of the subareas of the Study Area are as follows:

SUBAREA	PRIMARY LAND USE	OTHER LAND USE
Area 1	Office/ R&D	Retail
Area 2 (near Amtrak)	Live/Work Units	Multi-family Housing
Area 2 (remainder)	For –Sale Housing	Multi-family Housing
Area 3	Office	Multi-family Housing

In the near term, residential development is the most economically viable land use in the Study Area.

Multi-family residential development has recently shown rapid absorption rates and high rental pricing and is expected to continue to be in high demand.

Single family residential development of higher densities (e.g., townhomes) will generate higher land values than the detached single family unit developments, despite lower sales values per unit.

Live/work space that is adaptable for residential or commercial use but primarily occupied as residences may generate the highest land values but is an unproven product in the Hayward market area.

Despite not being a historically recognized office market, Hayward has shown marked improvements in office space values. Office space should be part of a mid- and long-term development strategy for the Study Area, but it should not be the predominant land use.

Research and development (R&D) space has also been in high demand in Hayward, and flexible Office/R&D developments should be considered a viable land use if desirable for planning purposes, although land values for Office/R&D products are below other uses.

Retail development is desirable as both a revenue generator and amenity for residents and workers, but it should not be considered a primary use for the near term. The strongest regional retail opportunities exist in Area 1, due to its accessibility.

The eventual development program and design concept should balance the near-term market acceptance and value of various products with the long-term issues of community design and traffic impacts for the creation of a vibrant, diversified, mixed-use project. The economic value of a well-designed community can exceed the sum of its parts.

Financing and Implementation

The redevelopment of the Cannery Area can produce significant revenues to offset the costs of the project. While the development program proposed in this Concept Plan will greatly increase revenues for the City of Hayward, this increment of increase may or may not be sufficient to finance the entire public improvement package desired (e.g., schools, roads, parks, etc.). Future analysis for a Specific Plan will need to focus on the costs of this public improvement package, and identify an adequate financing structure. Given the number of housing units proposed for the area, school development fees from residential development alone could be $2.5 million or more. The properties developed will also produce tax increment over the amount of property taxes generated by the current uses, and part of this increment can be pledged toward the financing of public improvements such as streets and utilities. The effected properties currently generate only $107,000 in property taxes to the City per year. The value of the new development is estimated to be as much as $250 million or more, which could generate a gross tax increment of $2.5 million per year to the City.

In addition, retail sales tax revenues are also a significant revenue source to the City, and the addition of retail space in Area 1 and elsewhere in the plan would contribute such revenues directly. Moreover, the increase in demand for retail and services attributable to the many new households programmed for the Cannery Area can further strengthen the sales performance of retail establishments outside of the Cannery Area, with particularly positive effects in Downtown Hayward.

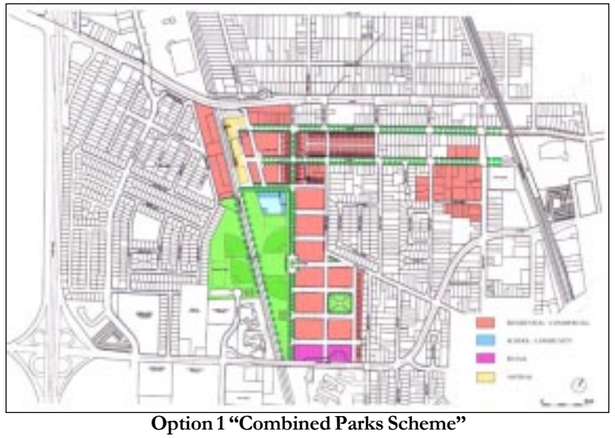
Added Traffic

The 850 new dwelling units possible in Area 2 are likely to produce no more than 850 cars in the peak hour. Potentially, they will produce considerably fewer cars than that, because transit opportunities available in the study area should capture a significant number of trips. However, even if 850 cars are produced in the peak, the total traffic at any one intersection is unlikely to be significant because the traffic is expected to be dispersed among a number of streets and intersections. No significant deterioration of level of service is anticipated.

Shuttles

Shuttles connecting the Amtrak station, BART, the AC Transit transfer station, and major employment centers in the area could offer significant opportunities for residents and workers of the area to use transit. The shuttles could serve as access to other transit systems and could also be a supplementary local transit service. For example, the distance between the Amtrak station and downtown Hayward / BART / AC Transit, about half a mile, is walkable for some, but others would not be willing to walk so far. A shuttle would ease this movement. The Emeryville shuttle is a good example of this sort of service. Perhaps even more important to Hayward would be the enhanced access a shuttle could provide to other employment sites in the vicinity of the project area but too far to walk, (including, e.g., the Southland Mall and Mervyn's headquarters on Foothill Boulevard). The most likely operation plan for a shuttle would involve a partnership between the city and major employers, possibly with transit operator participation and/or assistance. This option deserves further study by the City of Hayward.

Evolution of the Design Concept



Option 1 "Combined Parks Scheme"

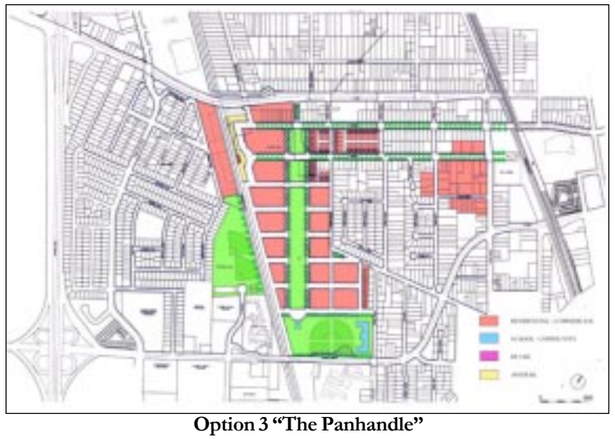
- New combined Cannery and Centennial Park on both sides of the tracks
- Burbank Street as a new North-South spine to the new neighborhood
- C Street as a new East-West spine linking BART to a new Hayward Amtrak Station
- Transit-oriented development adjacent to the Amtrak Station

Option 1A "Combined Parks/New School At South End"

- Combined Centennial/Cannery Parks
- New Burbank School
- High density transit-oriented blocks adjacent to the Amtrak Station.

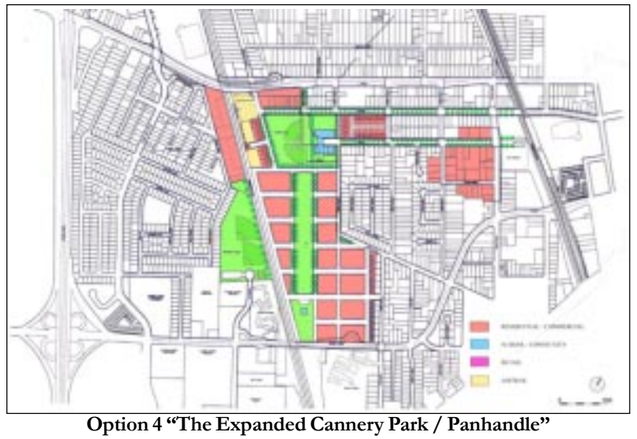
Option 2 "Retained Cannery Warehouse"

- Retaining the existing Cannery Building
- Two new neighborhood parks
- New location for Burbank School at South end of the site
- Transit-oriented development at the Amtrak Station
- New residential development on the Burbank School site



Option 3 "The Panhandle"

- New Panhandle Park
- New Burbank School at the South end of the neighborhood
- Residential blocks to the East, commercial or mixed-use blocks to the West
- Transit-oriented development at the new Amtrak Station
- C Street as new BART to Amtrak axis



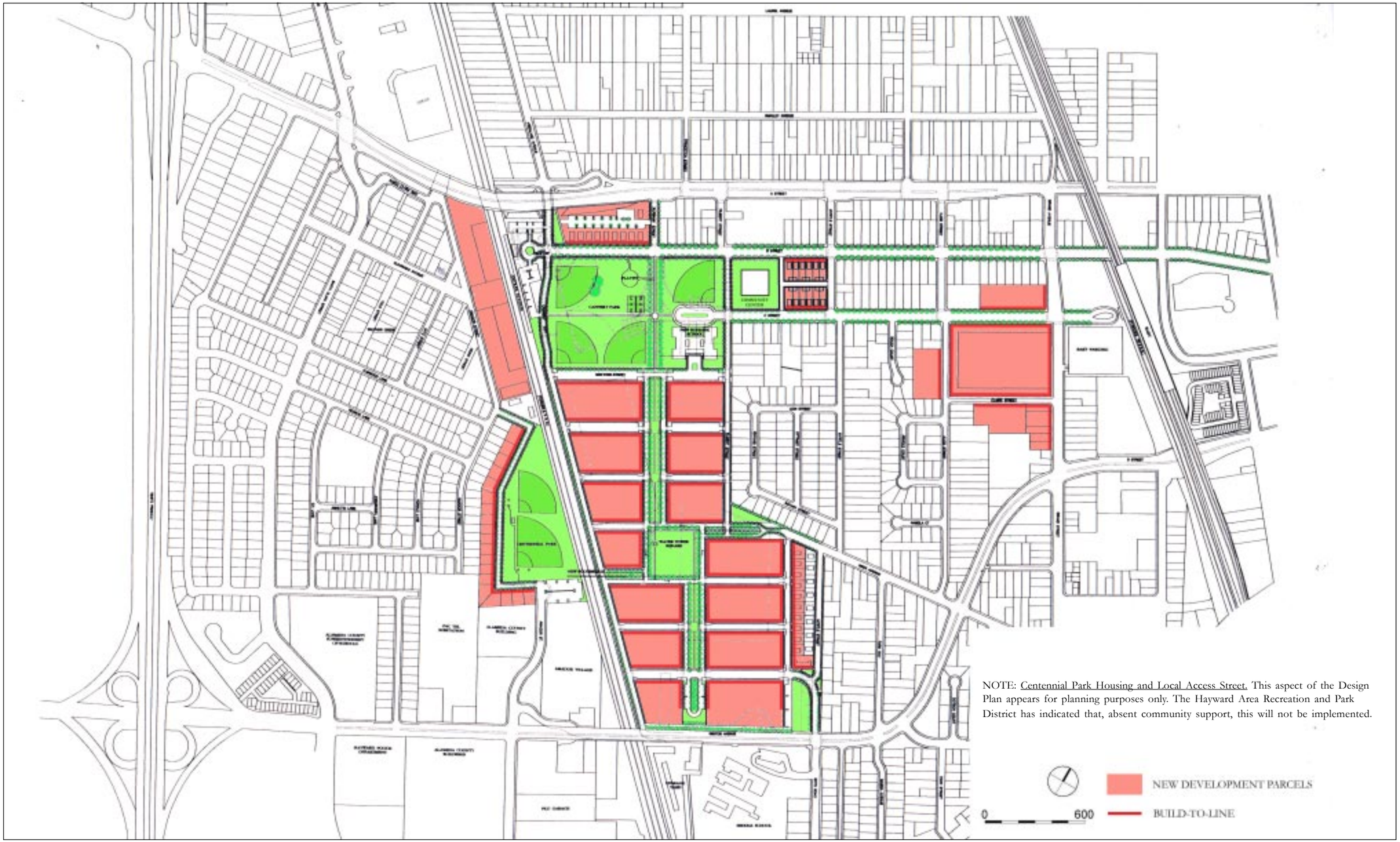
Option 4 "The Expanded Cannery Park / Panhandle"

- New Burbank School to be built adjacent to existing school
- Retain and expand the existing Cannery Park
- Sites for relocated historic houses facing Cannery Park
- New Amtrak Station building connected to the Park
- Panhandle Park linking Cannery Park and a new Community Facility to the South
- Possible new neighborhood park to the South

Option 5 "Pinwheel Option"

- Cannery Park retained and expanded
- New Burbank School to be built next to the existing school
- 'Preservation Park' Buildings facing Cannery Park
- Water Tower Square
- Site for a possible large parcel for commercial or retail use on Winton Avenue
- Selected as basis for preferred design concept

Design Concept

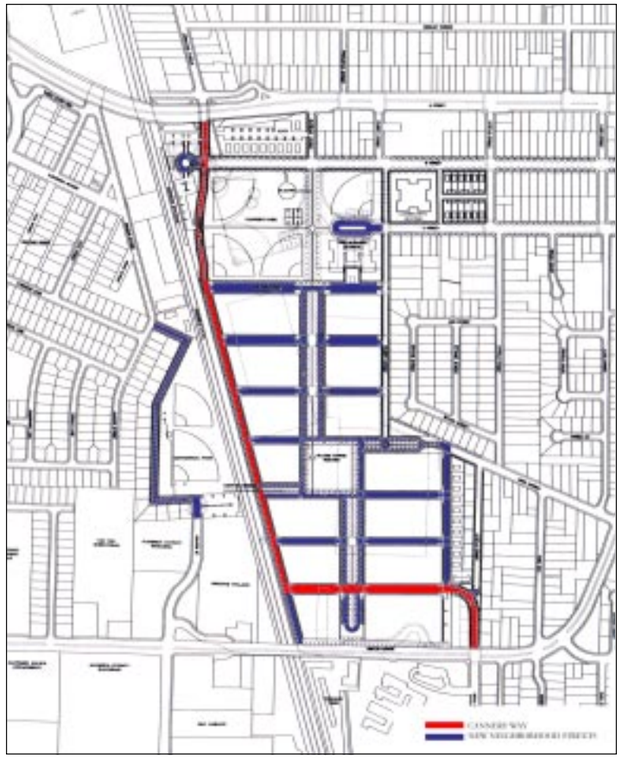


Park & Street Network

PARK NETWORK

The armature for the new Cannery Neighborhood is a new park network that connects Cannery Park and the isolated existing Centennial Park. This network gives structure and identity to the new neighborhood, and provides amenity and desirable addresses for each of the new development blocks in the plan. The southern portion of Area 2, which is now isolated and difficult to find is given clear connection to central Hayward by the new park network. The central feature of new park system is Water Tower Square, which centers the neighborhood and has park links in all directions. All of the new and existing parkland in the plan has residential or mixed-use frontages facing directly onto it.

NOTE: Centennial Park Housing and Local Access Street. This aspect of the Design Plan appears for planning purposes only. The Hayward Area Recreation and Park District has indicated that, absent community support, this will not be implemented.



STREET NETWORK

One of the principal objectives of the Cannery Area Design Concept is to accommodate and divert the major flows of north/south traffic that now pass through the adjacent neighborhood. The goals are to reduce congestion and to create a mixed-use, pedestrian oriented neighborhood that does not serve as a conduit for through traffic. The interventions that accomplish these goals are the following:

(1) A new north/south arterial street called Cannery Way connects Meekland Avenue at the north end of Area 2 with Soto Road to the south. This street diverts through traffic from the new and existing neighborhood fabric and from the Burbank School site.

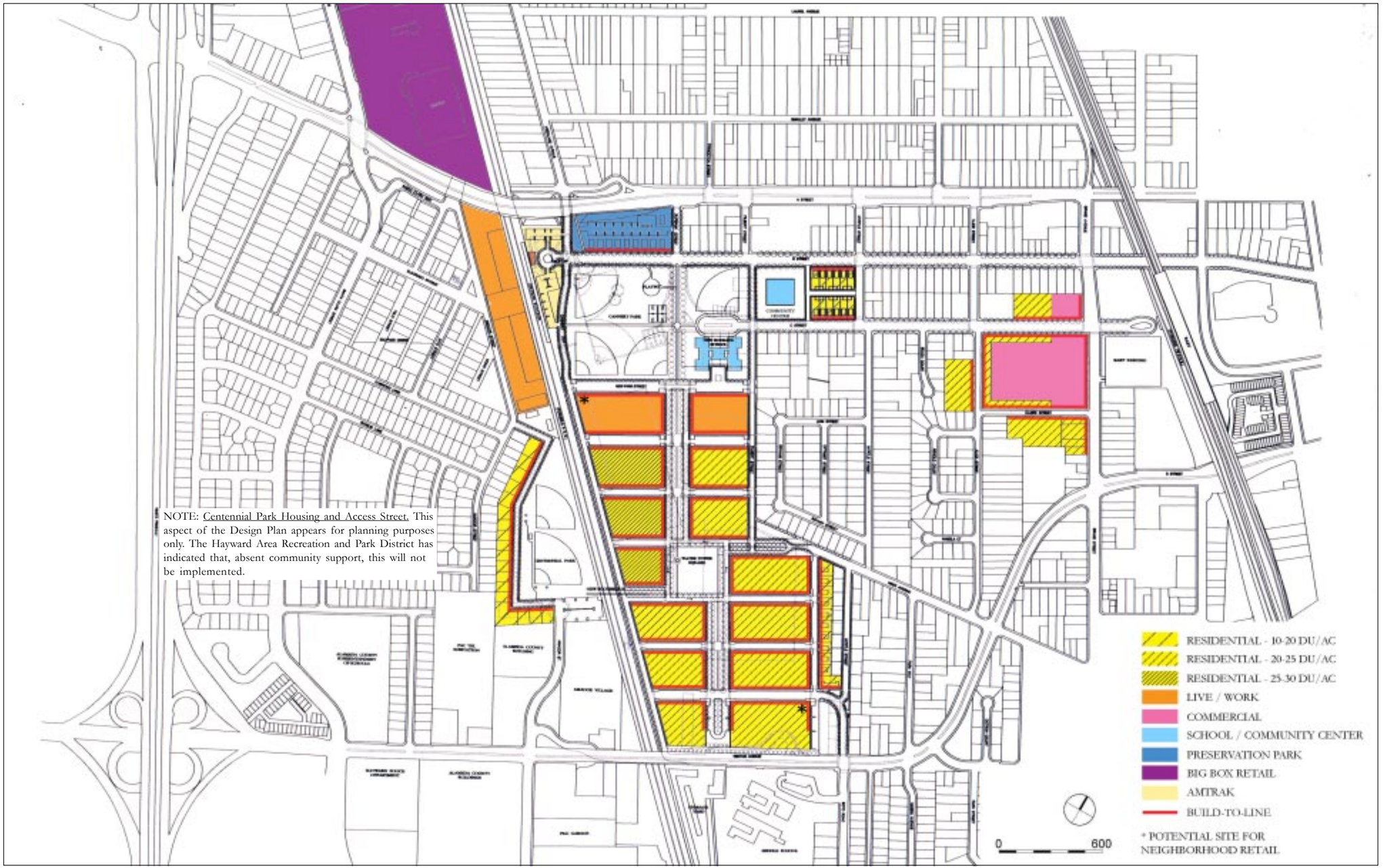
(2) A new network of small local streets provides local access, pedestrian connections and on-street parking for residential and mixed-use development. Blocks are of a size typical in American gridiron communities. This approach is town-like, pedestrian friendly and permeable, in contrast to isolated suburban superblocks with large internal or perimeter parking lots.

NOTE: Centennial Park Housing and Local Access Street. This aspect of the Design Plan appears for planning purposes only. The Hayward Area Recreation and Park District has indicated that, absent community support, this will not be implemented.

Illustrative Axonometric Plan

NOTE: Centennial Park Housing and Local Access Street. This aspect of the Design Plan appears for planning puposes only. The Hayward Area Recreation and Park District has indicated that, absent community support, this will not be implemented.

Land Use


NOTE: Centennial Park Housing and Access Street. This aspect of the Design Plan appears for planning purposes only. The Hayward Area Recreation and Park District has indicated that, absent community support, this will not be implemented.
RESIDENTIAL - 10-20 DU/AC
RESIDENTIAL - 20-25 DU/AC
RESIDENTIAL - 25-30 DU/AC
LIVE / WORK
COMMERCIAL
SCHOOL / COMMUNITY CENTER
PRESERVATION PARK
BIG BOX RETAIL
AMTRAK
BUILD-TO-LINE
* POTENTIAL SITE FOR NEIGHBORHOOD RETAIL
0
600

Development Data

SUB AREA 2						
BLOCK #	ACREAGE	LAND USE	# OF DWELLINGS	DENSITY	COMMERCIAL / RETAIL	FAR
1	2.77	PRESERVATION PARK				
2	1.95	RESIDENTIAL	24	12 DU/AC		
3	2.68	LIVE/WORK/RETAIL			5,000 SF RETAIL 37,000 SF LIVE/WORK	0.36:1 FAR
4	1.85	LIVE/WORK LOFTS			30,000 SF LIVE/WORK	0.36:1 FAR
5	2.24	MULTI FAMILY RESIDENTIAL	56-68	25-30 DU/AC		
6	1.85	TOWNHOMES	36-46	20-25 DU/AC		
7	1.80	MULTI-FAMILY RESIDENTIAL	45-54	25-30 DU/AC		
8	1.85	TOWNHOMES	36-46	20-25 DU/AC		
9	1.29	MULTI-FAMILY RESIDENTIAL	32-39	25-30 DU/AC		
10	2.38	TOWNHOMES	48-60	20-25 DU/AC		
11	2.09	TOWNHOMES	42-52	20-25 DU/AC		
12	2.38	TOWNHOMES	48-60	20-25 DU/AC		
13	1.71	TOWNHOMES	34-42	20-25 DU/AC		
14	2.38	TOWNHOMES	48-60	20-25 DU/AC		
15	1.52	TOWNHOMES	30-38	20-25 DU/AC		
16	2.95	TOWNHOMES/RETAIL	60-72	20-25 DU/AC	5,000 SF RETAIL	
17	1.28	SINGLE FAMILY RESIDENTIAL	12-19	10-15 DU/AC		
18	2.81	SINGLE FAMILY RESIDENTIAL	28-42	10-15 DU/AC		
19	5.52	LIVE/WORK LOFTS	110-138	20-25 DU/AC		
TOTAL (SUB AREA 2) OFFICE SPACE					67,000 SF OFFICE/10,000 SF RETAIL	
TOTAL (SUB AREA 2) DWELLINGS			689-860			

SUB AREA 3						
20	1.34	COMMERCIAL			21,000-50,000 SF OFFICE	0.36:1 FAR 0.80:1 FAR *
21	6.12	3.78 AC COMMERCIAL 2.34 AC RESIDENTIAL	46	20 DU/AC	150,000 SF OFFICE	0.9:1 FAR
22	1.16	TOWNHOMES	12-17	10-15 DU/AC		
23	1.94	TOWNHOMES	39	20 DU/AC		
TOTAL (SUBAREA 3) DWELLINGS			97-102			

TOTAL (SUBAREA 2 & 3) DWELLINGS	**786-962**	
TOTAL (SUBAREA 2 & 3) COMMERCIAL		**238,000 - 267,000 SF**

OPEN SPACE / PUBLIC FACILITIES	ACREAGE
COMMUNITY CENTER	2.0
CANNERY PARK W/ BURBANK SCHOOL	14.9
CENTENNIAL PARK	7.24
WATER TOWER SQUARE	2.19
PANHANDLES	2.44
ETC.	0.7
TOTAL	29.47

NOTE: Centennial Park Housing and Access Street. This aspect of the Design Plan appears for planning purposes only. The Hayward Area Recreation and Park District has indicated that, absent community support, this will not be implemented.

Amtrak Station, B Street, Preservation Park

An important feature of the plan is the relationship it establishes between Hayward's Amtrak Station and the new Cannery Neighborhood. Currently Amtrak's location is obscure and Amtrak passengers have no sense of arrival in Hayward. The plan extends central Hayward's most handsome street, B Street, directly to the site of a future Amtrak Station building. The new station itself terminates B Street and its architecture should reflect this special location at the end of the tree-lined axis that links downtown and the BART Station with the Cannery Neighborhood and Amtrak. The Amtrak park-and-ride lots are expanded to handle the planned increase in train service. Along the north side of B Street between Cannery Way and Amtrak the existing small lots are a well- located resource for a small development similar to Oakland's successful Preservation Park, a combination of rehabilitated and relocated historic buildings that accommodate office use in residential scaled buildings. Such a development takes advantage of this strategic location without displacing existing home owners who wish to stay.

Cannery Park, Burbank School

Burbank School has far outgrown and outlived its current campus. The new population of the Cannery Neighborhood will place demands on the school that will require the currently overcrowded hodge-podge of relocatable buildings to be replaced with a new school of appropriate size. Cannery Park is a well-used and much appreciated neighborhood facility. The principal way in which this recommended Cannery Area Concept differs from other alternatives that were considered is the way in which these two key civic uses are treated. It is the strongly expressed desire of both the Hayward Unified School District and the Hayward Area Recreation District Park to remain at or near their current locations.

This Concept accommodates that desire and combines the advantages of both shared and independent facilities. Portions of the school campus can be opened for public recreation when they are not in use by the school, but secured for exclusive school use at other times. The park is at all times a useful amenity for the school. A portion of the land currently owned by the School District is dedicated to a new Community Center with meeting rooms and athletic facilities useful to students, faculty, parents, park users and the residents of the Cannery Neighborhood. Currently Cannery Park comprises 7.43 acres and the Burbank School Campus is 6.8 acres. In this plan the combined acreage of school, park and community center is 16.90.

Typical Blocks

Live/Work
The principal permitted use for the two blocks immediately south of Cannery Park is live/work. This location, near to Amtrak, is an appropriate place to introduce a desirable mixed-use element into the neighborhood and will minimize the conflict between park users (particularly night baseball) and residential neighbors.

In the configuration shown, the live/work buildings are simple 1-1/2 story continuous perimeter blocks that can be demised into small units or aggregated into larger work spaces. The density achieved is 0.36:1 FAR with 4 cars/1000 sq.ft. of development accommodated in a fully concealed mid-block parking lot and "head-in" on-street parking. Each dwelling or work unit has its own street entrance and the streetscapes can be as attractive as those created by similar building and parking arrangements in Emeryville and the Potrero Hill District in San Francisco. A more detailed design guideline here would be an appropriate corollary to this concept plan.

Though this use and similar building types have been extremely successful in other Bay Area locations, there is no direct precedent in Hayward to date and, depending upon economic conditions, developers may be unwilling to invest in live/work in this location. It may be appropriate for high density residential use to be permitted on these blocks as a conditional use. It should be noted , however, that adding significant residential density to the plan places additional demands upon Burbank School.

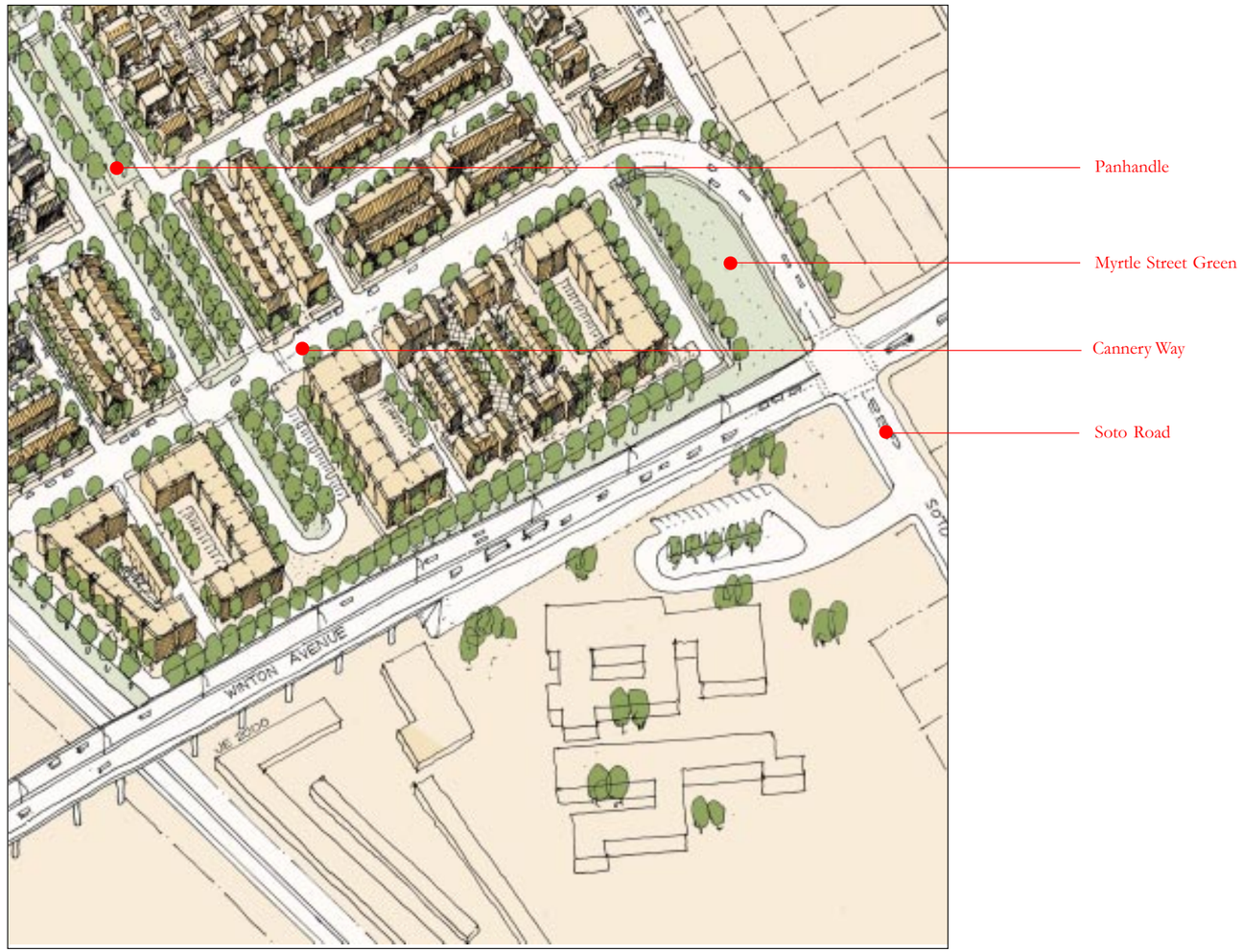
Cluster Townhouses
The central area of the new Cannery Neighborhood consists of residential blocks at 25 and 30 DU/acre. These densities can be achieved with townhouses clustered in a variety of ways as shown. The essential characteristic of these pedestrian friendly blocks is that townhouses have entrances and limited garage frontage facing streets.

Water Tower Square

The existing historic Cannery Water Tower is directly on the axis of Burbank Street as it enters the Cannery Neighborhood from the north. The plan preserves the Tower as a landmark in a green residential square that anchors the new neighborhood. In its size and configuration this square follows the precedent of many similar squares that have been successful places in cities and towns for centuries. From the Square narrow "panhandle" parks extend pinwheel fashion in four directions, making the Square a focus for all parts of the new neighborhood.

South End & Myrtle Street Green

Myrtle Street Green is created as the southern entry feature for the Cannery Neighborhood by the new alignment of Cannery Way connecting to Soto Road to the south. The southern properties of the Cannery District which are now isolated and potentially difficult to develop are connected to the rest of the neighborhood by the panhandle park extension extending south from Water Tower Square. In the illustrative drawing townhouses at 25 DU/acre are shown on the residential blocks.



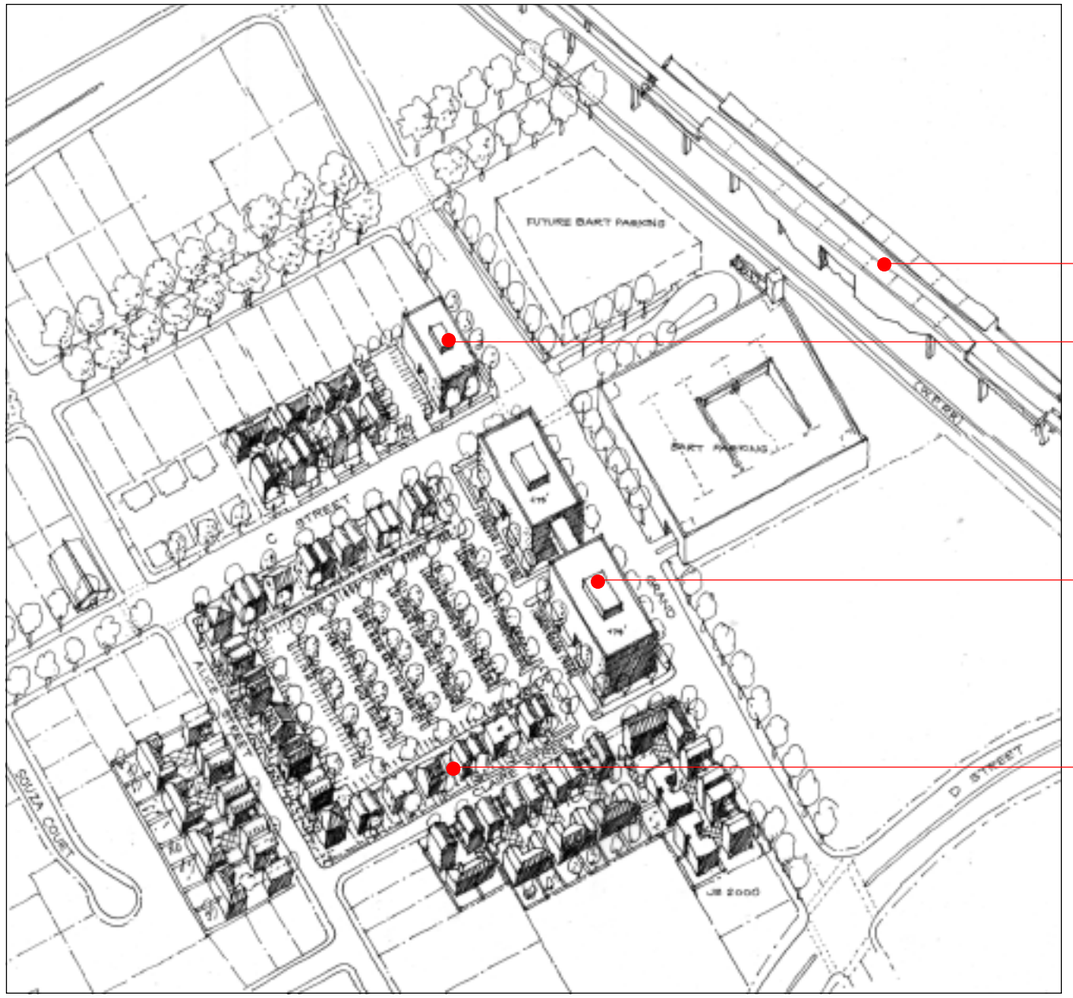
Centennial Park

Currently Centennial Park is an important community facility that is isolated and difficult to find. The houses all along its western edge turn their backs to the park and confront it with back yard fences. Amador Street north and south of the park dead ends in confusing cul-de-sacs. With the proposed expansion of the Mount Eden Sport Center elsewhere in Hayward, Centennial Park can revert to a neighborhood park. The Design Concept proposes to introduce a new street through the western edge of the park, connecting the two disconnected portions of Amador Street. The plan extends and connects the two dead-ends of Amador and creates a new row of single-family dwellings or townhouses facing onto the park. The park itself is connected to the park network of the Cannery Neighborhood by a new pedestrian bridge over the Amtrak right-of-way connecting to the western panhandle extension from Water Tower Square.

NOTE: Centennial Park Housing and Local Access Street. This aspect appears for planning purposes only. The Hayward Area Recreation and Park District has indicated that, absent community support, this will not be implemented.

C Street at Grand - Office / Housing Development

Area Three of the Cannery Neighborhood is a significant development opportunity that serves as a transition between the residential neighborhood to the west and the BART Station area and downtown. Existing vacant land and industrial uses to be replaced with office structures along Grand Avenue and street oriented residential development on C, Claire and Alice Streets. The office buildings consist of two linked 75,000 sq. ft. five story structures on Grand between Claire and C and a 25,000 sq.ft. three story structure on Grand north of C. The C to Claire buildings have surface parking in the mid-block at a ratio of 3.5 cars/ 1000 sq. ft., the permitted ratio for buildings within 1000 ft. of BART. Around the surface parking lot is a 60 ft. strip of land for single-family houses and paired dwellings that screen the parking, make pedestrian friendly streetscapes and blend with the scale of the existing neighborhood. Three additional residential sites on C Street, Alice Street and at the corner of Claire and Grand provide opportunities for street-oriented cluster townhouses at 25 DU/acre. As shown in the illustration the, 25,000 sq. ft. office building on Grand north of C has 1/3 of its required parking on-site with the remaining parking accommodated in a joint-use arrangement in the future BART garage across Grand.



Hayward BART Station

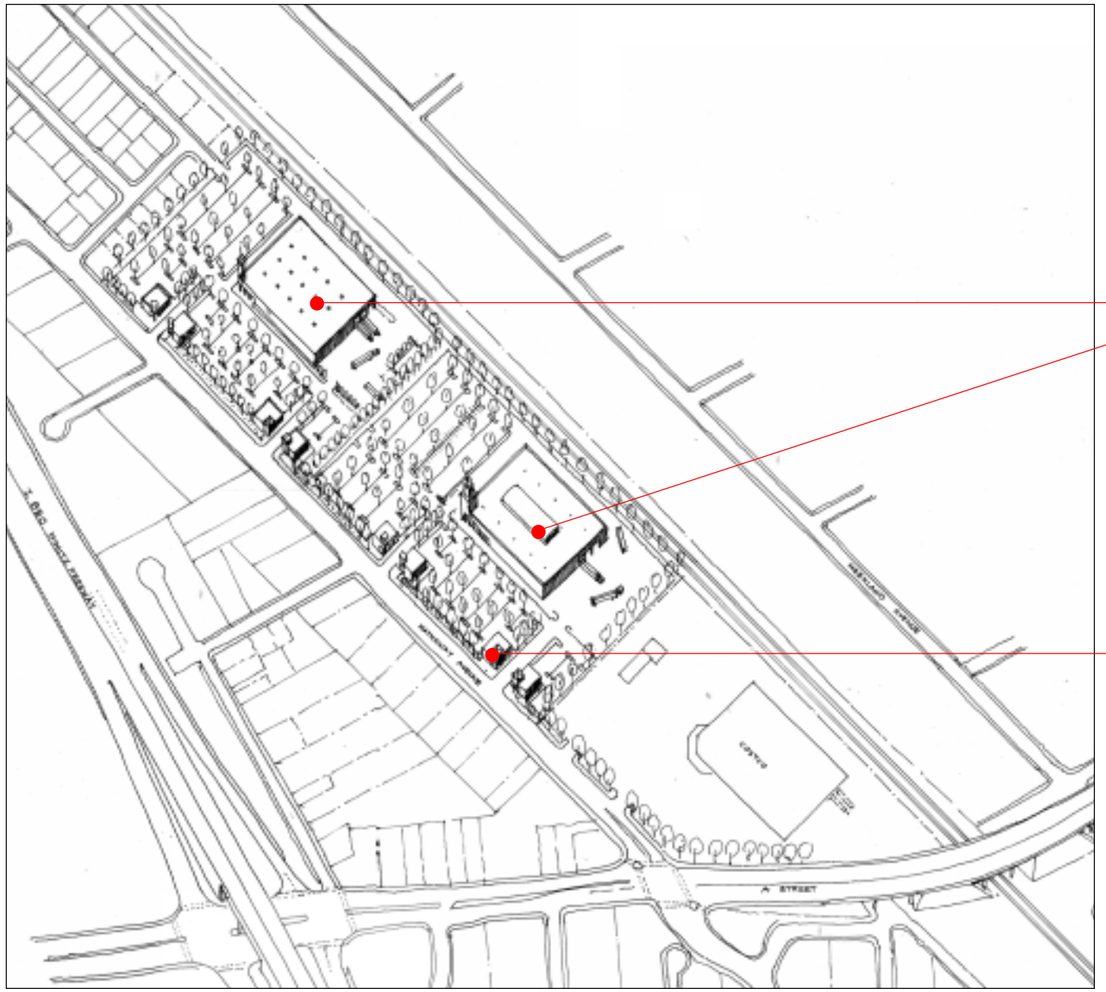
25,000 sf office building

Proposed new 150,000 sf offices with surface parking

Housing

Hathaway Avenue Area

Because of its proximity to the Nimitz Freeway, this portion of the site is most appropriate for Big Box retailing. The existing Costco store, at the corner of Hathaway Avenue and A Street, could be joined by two additional retail stores in place of the existing Owens-Brockway/Container General warehouse and the Hayward Properties and Weigman Road Properties buildings. The illustration shows two 100,000 sq. ft. retail stores with a series of 5,000 sf pavilions along Hathaway Avenue. The large stores are set back from the street and have a parking ratio of 7 cars per 1,000 sf of space. Truck deliveries are to be screened from the parking areas. Landscaping buffers along Hathaway Avenue and tree planting within the parking areas are to City of Hayward Off-Street Parking standards.



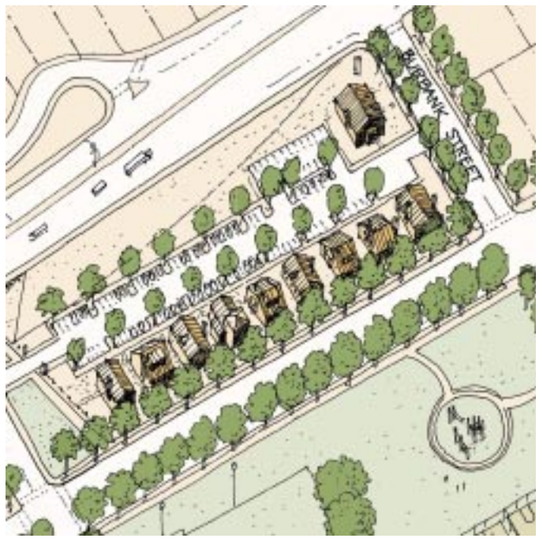
Potential Building Types

Loft Type Office Buildings

- Perimeter buildings, one story with a mezzanine level
- Designed in 1000 square foot, 20'-0" wide increments
- Surface parking at 4 cars per 1000 sf
- Head-in parking on street and surface parking midblock
- Landscaping and setbacks per Hayward parking codes
- 0.36:1 FAR

Medium Density Housing Block Type - 1

- Tuck under townhouses on either side of a parking drive
- 20-25 dwelling units per acre shown
- 2 car garage for each dwelling
- Fee simple lots
- 2 story dwellings



B Street 'Preservation Park'

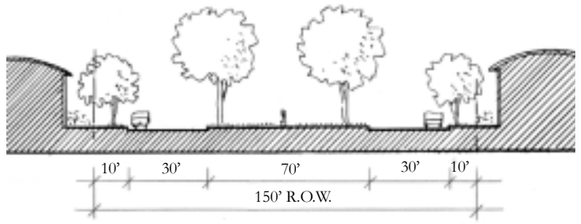
- Similar to Preservation Park in downtown Oakland
- Infill with relocated historic buildings from elsewhere in Hayward
- Surface parking at the rear

Medium Density Housing Block Type- 2

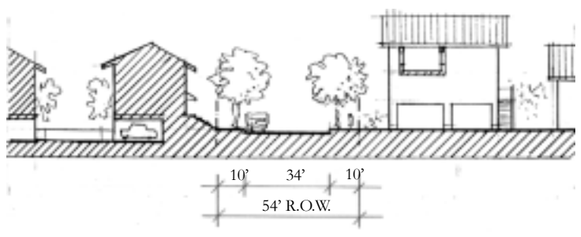
- 20-25 dwelling units per acre shown
- 4 plex units on 125' deep X 75' wide lots
- Single curbcut serves 8 parking spaces
- (4) 2 car garages (2 cars per dwelling)
- Front 2 units are above the garages facing the streets, their open space on decks over the driveway
- Rear 2 units are on-grade at the back of the lot, with on-grade open space
- Front units are 3 stories high, rear units are 2 stories

Street Sections and Plans

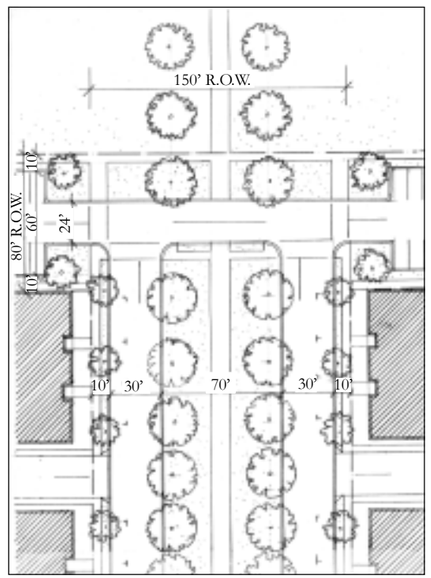
The streets within the new Cannery Neighborhood are designed to allow for residential circulation and pedestrian activity. Traffic calming elements such as bulb-outs at intersections, narrow curb to curb dimensions, and on-street parking are shown here.



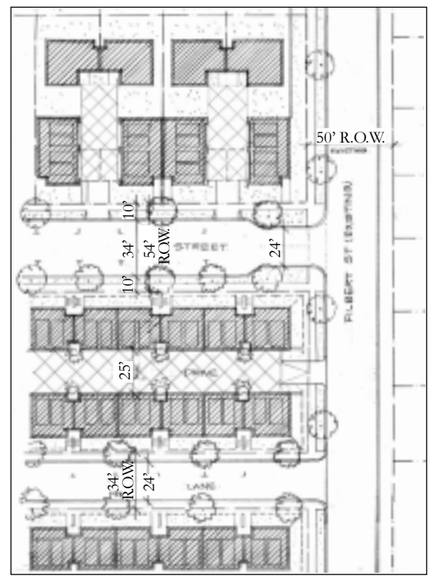
Panhandle Section



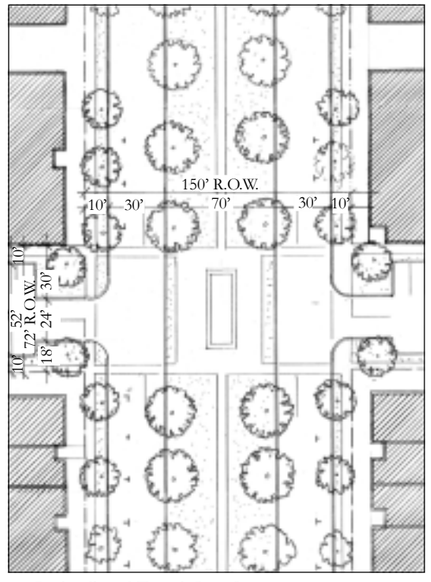
Typical Residential Street



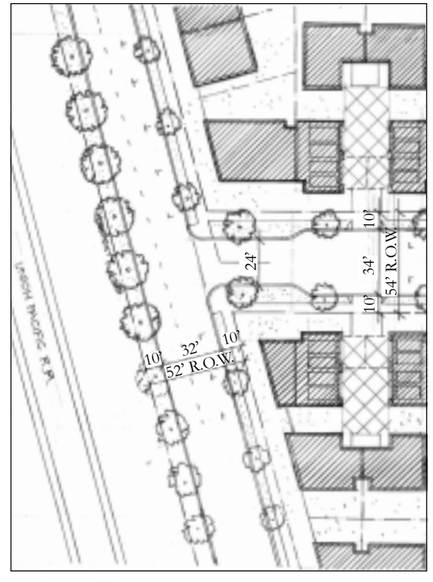
1. Panhandle at Cannery Park



2. Typical Residential Street

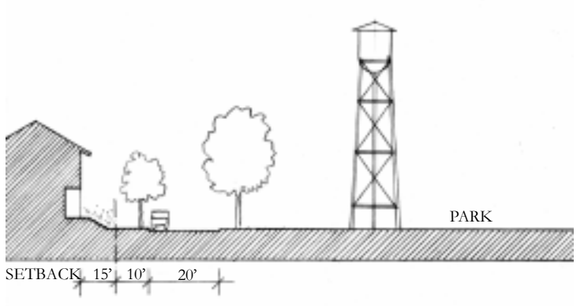


3. Panhandle and Typical Cross Street

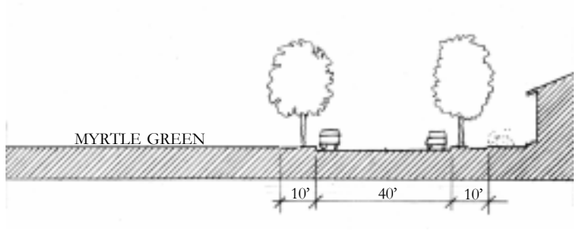


4. Cannery Way

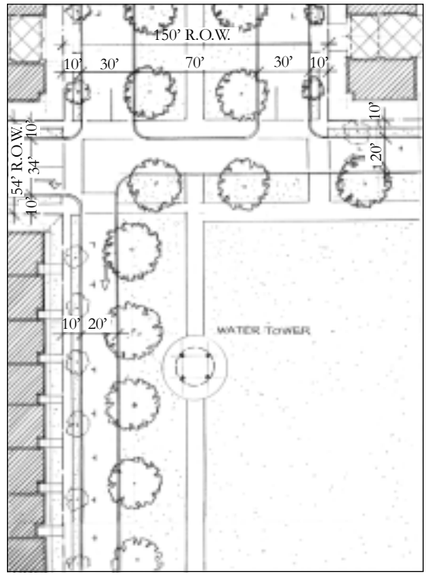
Street Sections and Plans



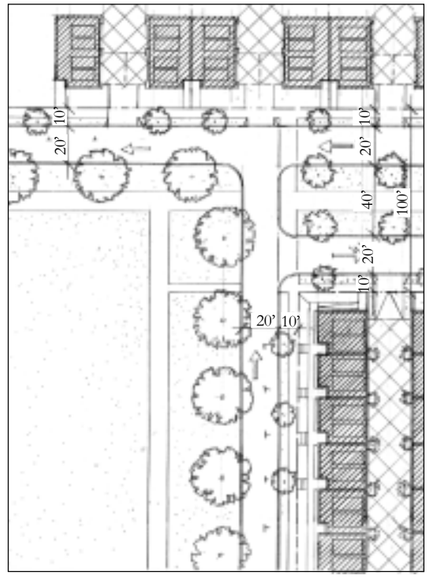
Section Through Water Tower Square



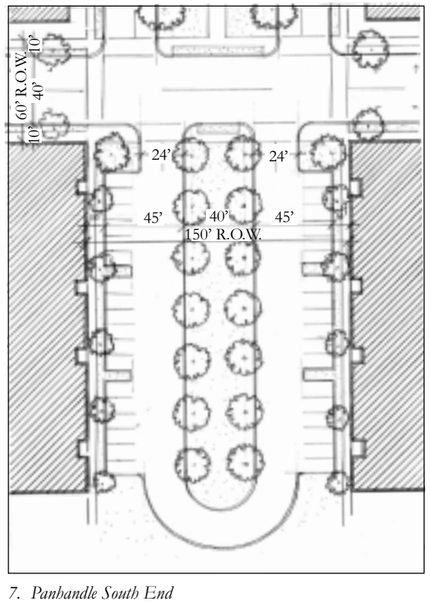
Section Through Cannery Way @ Myrtle Street



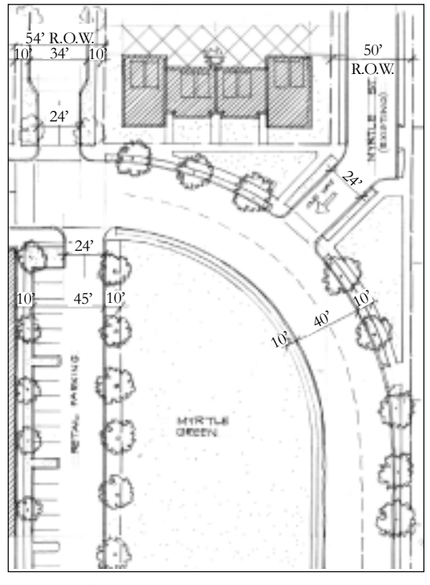
5. Water Tower Square/Panhandle



6. Water Tower Square/Meek Ave.

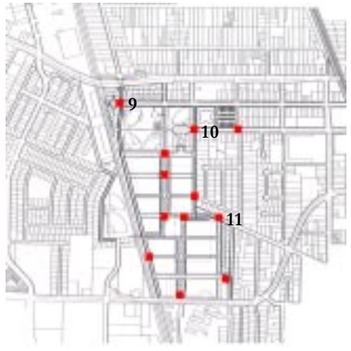


7. Panhandle South End



8. Myrtle Green

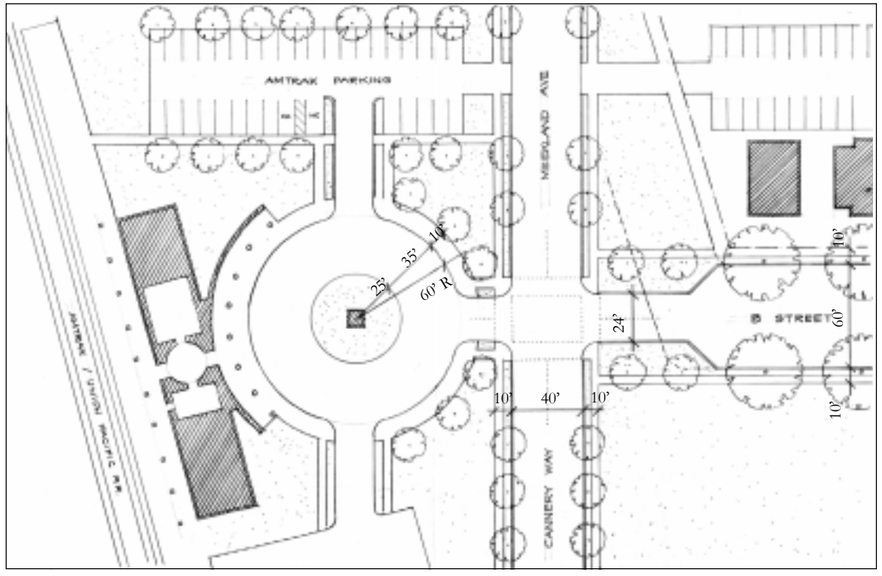
Street Sections and Plans



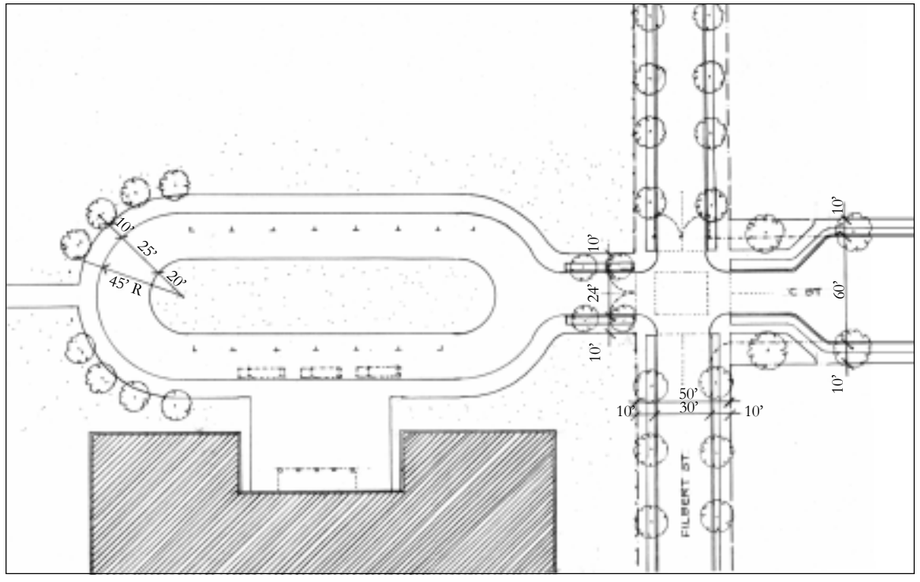
9. The proposed drop-off and turn-around in front of the Hayward Amtrak Station improves the accessibility of the station on axis with B Street. The redesigned intersection with Meekland Avenue, B Street and Cannery Way will direct through traffic away from the residential neighborhoods.

10. The proposed drop-off and turn-around for the new Burbank Elementary School will provide a safe location for school buses and parent's cars to bring children to school.

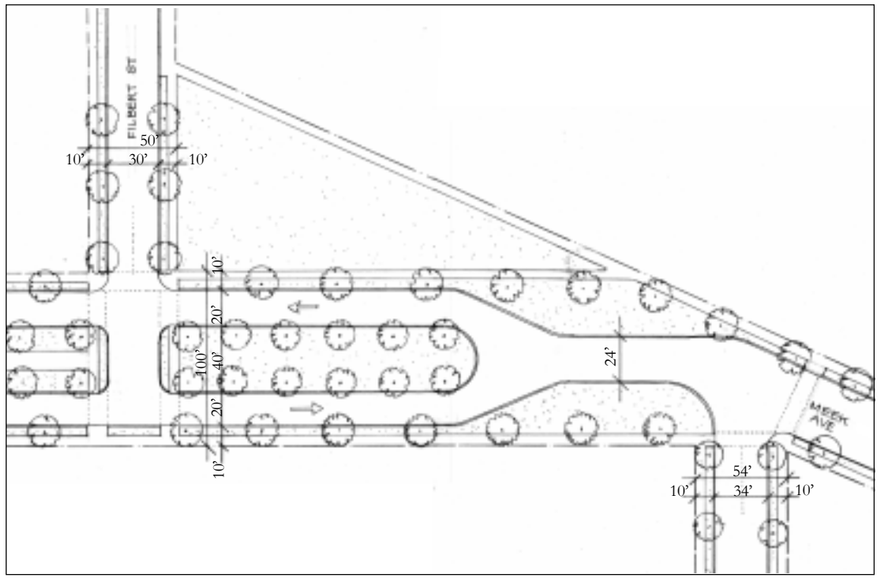
11. The proposed realignment of Meek Avenue with Filbert Street not only creates a gracious entry to Water Tower Square but also redirects through traffic away from Filbert Street and Burbank School.



9. Proposed Hayward Amtrak Station Drop Off & Turnaround B Street at Meekland Avenue



10. Proposed Drop Off & Turnaround for the New Burbank Elementary School - C Street at Filbert



11. Proposed Realignment of Filbert and Meek Avenue

Office Building Precedents

Urban Office Buildings in Industrial Area
Bayer Laboratory Buildings
Berkeley, California

- Scaled to respect existing streetscape
- Initial phases have surface parking
- Later phases will have structured parking

Re-use of Industrial Buildings as Offices
Esprit Headquarters
San Francisco, California

- Re-use of former industrial building as office space
- Mixed Use Neighborhood, next to residences

Note Streetscape & Parking

Street Wall Loft Building
3rd & A Street
San Rafael, California

- 3 story, 12,000 sf floor plate with basement parking
- 1 car per 1,000 sf on site
- suitable for small businesses

Similar to Grand &
C Street Building

Small Scale Live/Work Loft Development
San Pablo Avenue
Emeryville, California

- 1,000 - 2,000 sf spaces at street level
- Mixed use development
- Suitable for small start up businesses

Hayward House Converted into Offices
Granny's Victorian
Hayward, California

- Small scale businesses
- Compatible with residential neighborhood

'Preservation Park'

Transit Related Office Development
Amtrak Train Station
Emeryville, California

- Office buildings built adjacent to the station for transit access

Dwelling Precedents

B Street Single Family Dwelling
Hayward, California

- Single Family, Traditional House
- 2 stories with integral garages
- front porches
- 15dwellings units per acre density

Britton Courts
San Francisco, California

- 3 story cluster townhouses
- Garage parking
- 25 dwelling units per acre density

Cluster Townhouses

Live / Work Lofts

- 40' high stacked lots
- Can be work spaces as well as dwellings
- Surface parking or integral garages possible
- 30dwellings units per acre density

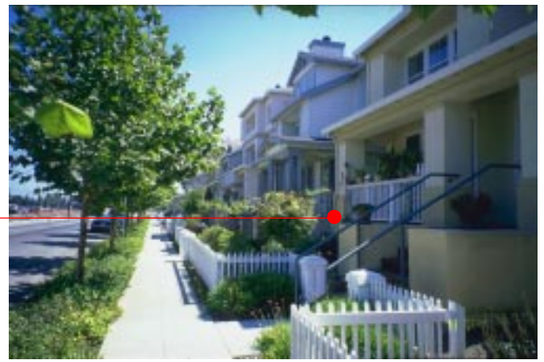
4plex Houses

- 4 houses in a single building
- Stacked 2 bedroom units
- Surface parking at rear
- 25dwellings units per acre density

Atherton Place
Hayward, California

- 2 story townhouses over parking
- front doors face the street
- 30dwellings units per acre density

Street Oriented Townhouses



Transit Related Townhouses
Mountain View, California

- 3 story townhouses opposite train station
- streetscape, front porches, small yards
- 25dwellings units per acre density